

FIG. 1

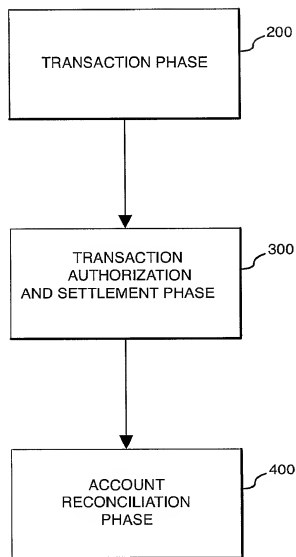


FIG. 2

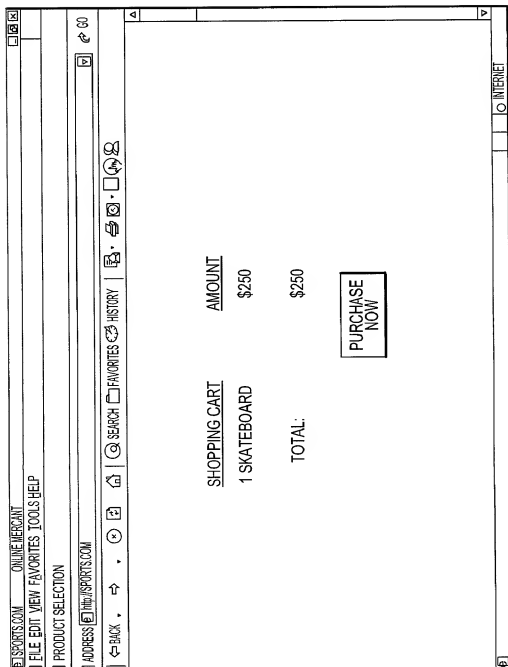


FIG.3

ACCOUNT MANAGER

FILE EDIT VIEW FAVORITES TOOLS HELP

LOYALTY PROGRAM ONLINE

ADDRESS <http://www.LoyaltyProgram.com>

BACK FORWARD STOP SEARCH FAVORITES HISTORY

LOGIN

31 JEXAMPLE USERNAME

32 \*\*\*\*\* PASSWORD

INTERNET

FIG.4

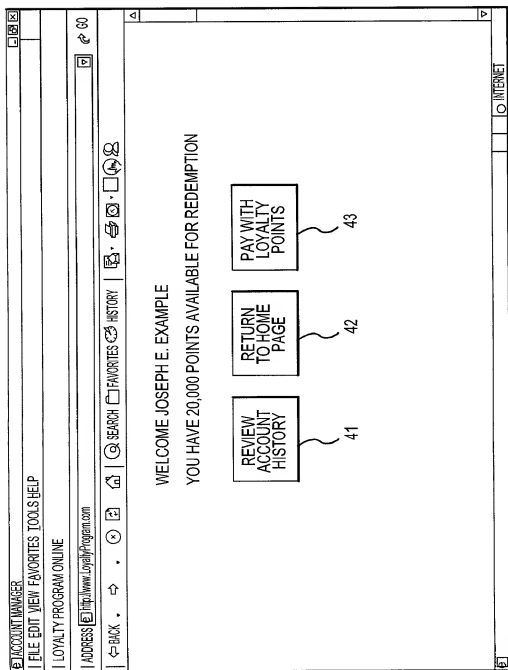


FIG.5

## FIG. 6

## FIG. 6

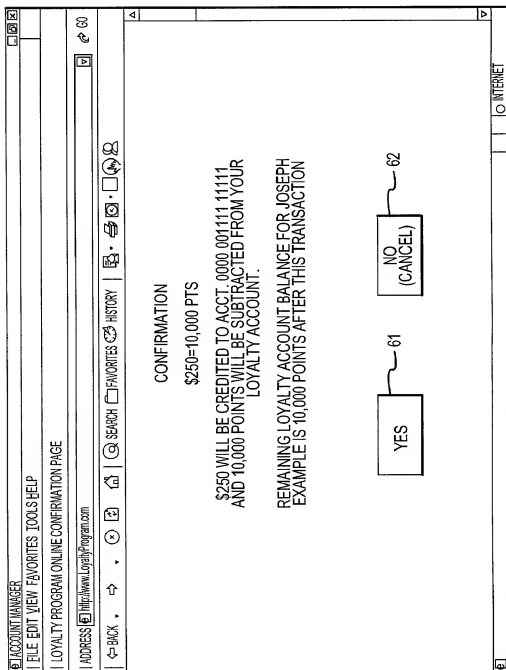


FIG.7

## Fig. 8

## Fig. 8



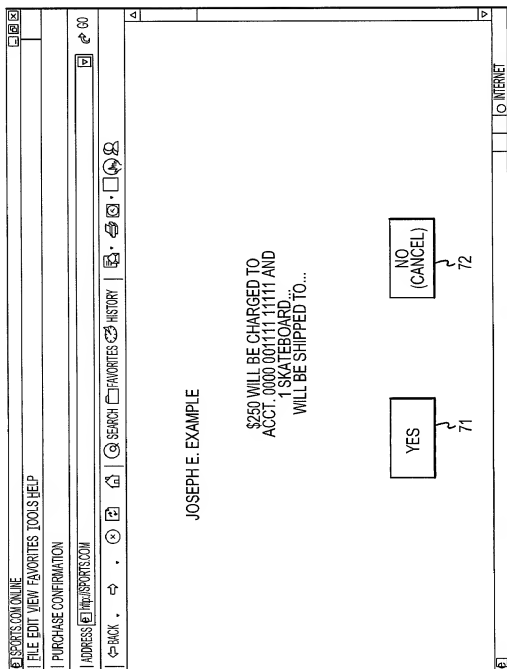


FIG.9

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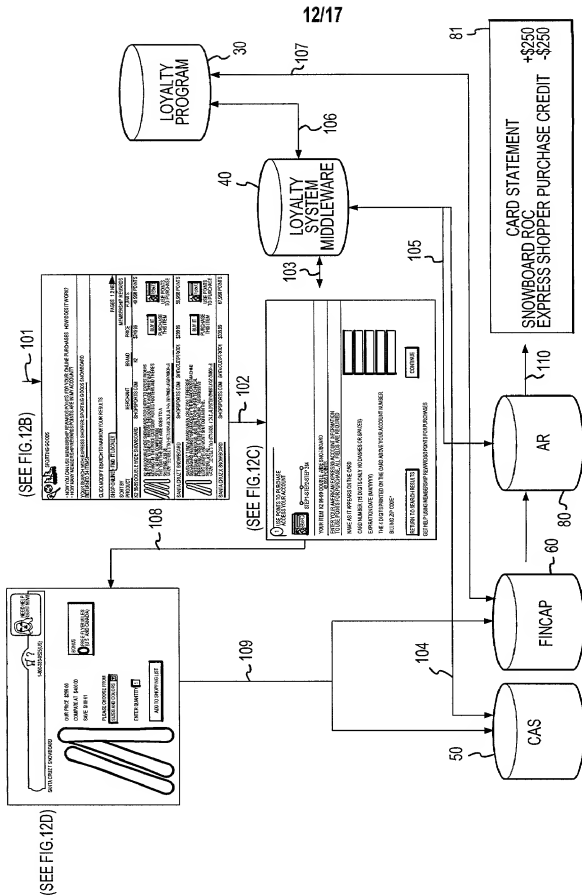
CHARGE STATEMENT	
JOSEPH E. EXAMPLE 0000 001111 11111	
SNOWBOARD SPORTS.COM	+250
LOYALTY CREDIT RE: SPORTS.COM	-250
	<hr/>
AMT. OWED	0

FIG. 10

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CHARGE STATEMENT	
JOSEPH E. EXAMPLE 0000 001111 11111	
SNOWBOARD SPORTS.COM	+250
LOYALTY CREDIT RE: SPORTS.COM	-100
AMT. OWED	150

FIG. 11



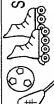



SPORTING GOODS				
				
<ul style="list-style-type: none"> <li>• NOW YOU CAN USE MEMBERSHIP REWARDS POINTS FOR YOUR ONLINE PURCHASES. HOW DOES IT WORK?</li> <li>• HOW MANY MEMBERSHIP REWARDS POINTS ARE IN MY ACCOUNT?</li> </ul>				
YOUR SEARCH WITH EXPRESS SHOPPER SPORTING GOODS: SNOWBOARD RETURNED 34 ITEMS!				
CLICK MODIFY SEARCH TO NARROW YOUR RESULTS				
<div> <div>SHOP ONLINE</div> <div>FIND IT LOCALLY</div> </div>				
PAGES: 1 2 NEXT				
SORT BY:				
PRODUCT				
<div> <div>MERCHANT</div> <div>PRICE</div> <div>POINTS</div> </div>				
<div> <div>K2 98-99 DOUBLE WIDE SNOWBOARD</div> <div>SHOPSPTS.COM</div> <div>K2</div> <div>\$249.99</div> <div>49,988 POINTS</div> </div>				
<div> <div>  </div> <div> <p>K2 98-99 DOUBLE WIDE SNOWBOARD FOR ENTRY TO EXPERT RIDERS, MEN'S SIZE 10 AND UP. BEFORE THE DOUBLE WIDE THERE WAS NOTHING IN THIS PRICE CATEGORY FOR BIG FOOTERS AND THERE'S STILL NO REAL COMPETITION. THIS YEAR THE DOUBLE WIDE GOES TO A... SHIPPING: \$19.38 NARROW THESE RESULTS TO: SPORTING GOODS INDIVIDUAL SPORTS SNOWBOARDING SNOWBOARDS</p> </div> </div>				
<div> <div> <div>BUY IT</div> <div>PURCHASE THIS ITEM</div> </div> <div> <div>REWARDS</div> <div>USE POINTS TO PURCHASE</div> </div> </div>				
<div> <div>116</div> <div>115</div> </div>				
<div> <div>118</div> </div>				
<div> <div>SANTA CRUZ T SNOWBOARD</div> <div>SHOPSPTS.COM</div> <div>SANTA CRUZ OPERATION</div> <div>\$299.99</div> <div>59,988 POINTS</div> </div>				
<div> <div>  </div> <div> <p>SANTA CRUZ T SNOWBOARD SANTA CRUZ 2000 T FREERIDE SNOWBOARD FEATURES "INFLUENCED BY THE BOARDROSS MACHINE, BERTRAND DENIAUVAUD HAS BUILT FOR SUPER TECHNICAL FREERIDING TREES, STEEPS AND POWDER. AGGRESSIVE, LIGHTWEIGHT AND WON'T SHUT DOWN IN THE... SHIPPING: \$17.83 NARROW THESE RESULTS TO: SPORTING GOODS INDIVIDUAL SPORTS SNOWBOARDING SNOWBOARDS</p> </div> </div>				
<div> <div> <div>BUY IT</div> <div>PURCHASE THIS ITEM</div> </div> <div> <div>REWARDS</div> <div>USE POINTS TO PURCHASE</div> </div> </div>				
<div> <div>116</div> <div>115</div> </div>				
<div> <div>118</div> </div>				
<div> <div>SANTA CRUZ X SNOWBOARD</div> <div>SHOPSPTS.COM</div> <div>SANTA CRUZ OPERATION</div> <div>\$339.99</div> <div>67,988 POINTS</div> </div>				

FIG. 12B

1
USE POINTS TO PURCHASE  
ACCESS YOUR ACCOUNT



STEP 1-STEP 2-STEP 3&4

49,998 POINTS

YOUR ITEM: K2 98-99 DOUBLE WIDE SNOWBOARD

ENTER YOUR AMERICAN EXPRESS® ACCOUNT INFORMATION  
TO USE POINTS FOR PURCHASE. ALL FIELDS ARE REQUIRED

NAME AS IT APPEARS ON THE CARD

CARD NUMBER (15 DIGITS ONLY-NO DASHES OR SPACES)

EXPIRATION DATE (MM/YYYY)

THE 4 DIGITS PRINTED ON THE CARD ABOVE YOUR ACCOUNT NUMBER

BILLING ZIP CODE\*

RETURN TO SEARCH RESULTS

CONTINUE

GET HELP USING MEMBERSHIP REWARDS® POINTS FOR PURCHASES

FIG. 12C

NEED HELP  
RIGHT NOW!

1-800-383-9525(US)

SANTA CRUZ T SNOWBOARD

OUR PRICE: \$299.00  
COMPARE AT: \$400.00  
SAVE: \$100.01

PLEASE CHOOSE FROM  
SIZES AND COLORS

ENTER QUANTITY

ADD TO SHOPPING LIST

BONUS:  
FREE FLYER MILES  
(U.S. AND CANADA)

FIG. 12D

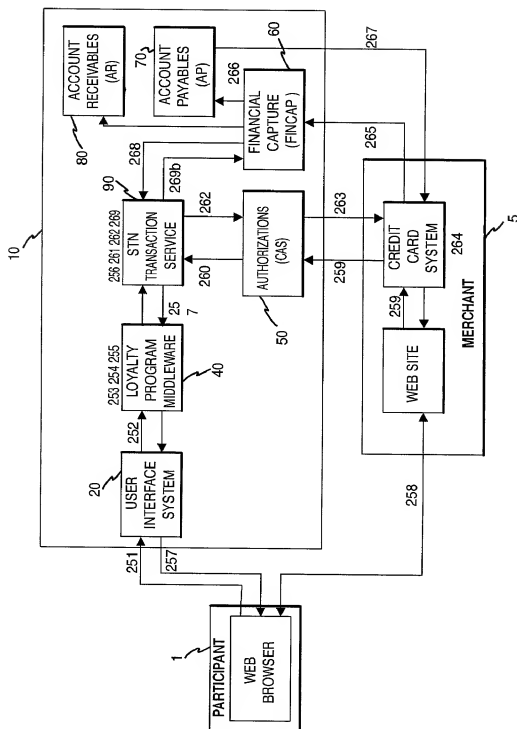


FIG. 13



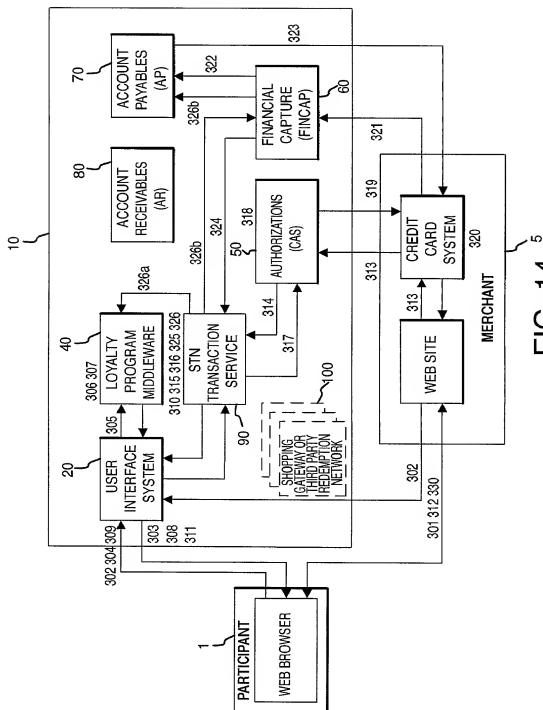


FIG. 14